

Country: ITALY
Type of Document: International Market Insight
Title: PRIVATIZATION OF FLORENCE AIRPORT

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On February 19, 2002, the city of Florence announced a public tender for the privatization of 29 percent of the Aeroporto di Firenze--ADP SpA, Florence's airport. The city, as largest shareholder of the airport, is responsible for the sale on behalf of the other public stakeholders including the Chambers of Commerce of Florence and Prato and the Municipality of Prato. The city intends to sell to an organization which will take over management of the airport.

This tender is the second phase of a two-phase privatization process which began in July 2000 with an initial public offering of the 38.7 percent of the airport's shares. The IPO was priced at 8 euro and the shares are currently trading at about 13.5 euro.

Companies interested in competing in the tender should meet the following requirements:
Experience and specific interest in the airport management field;
Ability to contribute to the development of the airport;
Financial resources and management capability necessary for running an international airport.

For more details on the requests and the bidding procedure, companies should consult the City of Florence website: www.comune.fi.it.

A written request to participate in the tender must be submitted to the city by 1:00pm, April 8, 2002. Complete application instructions are available on the website. The office responsible for the privatization is:

Attn.: Dott. Ennio Branduzzi
Comune di Firenze
Servizio Promozione Economica e Turistica e Societa Partecipate
Via Farini 12
50121 Florence, Italy

This report was prepared by U.S. Commercial Service (CS) Italy.

CS Italy, among the U.S. Department of Commerce Commercial Service's network of commercial offices in Europe, consists of five posts throughout Italy. In addition to the U.S. Embassy Rome, the Commercial Service maintains offices at the U.S. Consulates in Milan, Florence and Naples, and at the Consular Agency in Genoa. CS Italy provides a range of services to American firms interested in the Italian market as well as Italian firms seeking U.S. products and services. It has an active trade events and business promotion schedule that focuses on assisting small and medium-sized American firms wishing to enter the Italian market and supporting larger firms seeking to take advantage of the privatization and restructuring taking place in the telecommunications, energy, health and

other sectors in Italy.

CS Italy's offices have a commitment to excellence and to producing measurable results. It has taken to heart the priority the Secretary of Commerce has given to assisting American small and medium-sized enterprises (SMEs) in accessing export markets. CS Italy is proud to be a part of American companies' efforts to broaden their business activities abroad and stands ever ready to support and assist them in the years to come.

*For additional information on CS Italy's activities, please visit the following website:
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For additional information regarding market research specific to your products and services, ask about our Flexible Market Research and Customized Market Analysis programs by contacting us at 1-800-USA-TRAD(E) or www.export.gov. Both reports provide timely, customized, reliable answers to your inquiries about a market and its receptivity to your products and services.

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, the Department of Commerce does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. The Department of Commerce can assist companies in these endeavors.

IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
U.S. Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this IMI report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: [Internet\[QASurvey@mail.doc.gov\]](mailto:Internet[QASurvey@mail.doc.gov]).

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

___ Direct mail

___ Recommended by another firm

☐ Recommended by Commerce staff
☐ Trade/state/private newsletter
☐ Department of Commerce newsletter
☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

- 1-Very satisfied
- 2-Satisfied
- 3-Neither satisfied nor dissatisfied
- 4-Dissatisfied
- 5-Very dissatisfied
- 6-Not applicable

☐ Overall objectives
☐ Accuracy of information
☐ Completeness of information
☐ Clarity of information
☐ Relevance of information
☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

☐ Decided to enter or increase presence in market
☐ Developed an export marketing plan
☐ Added to knowledge of country/industry
☐ Corroborated market data from other sources
☐ Decided to bypass or reduce presence in market
☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

☐ Definitely would
☐ Probably would
☐ Unsure
☐ Probably would not
☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): _____

3. Business activity (check one):

☐ Manufacturing

☐ Service

☐ Agent, broker, manufacturer's representative

☐ Export management or trading company

☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

☐ Less than \$10K

☐ \$11K-\$100K

☐ \$101K-\$500K

☐ \$501K-\$999K

☐ \$1M-\$5M

☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

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